



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Adopt a Resolution authorizing the City Manager to execute a contract with Lodi Tokay Rotary Club for the Lodi Kids Night Out; and appropriate \$18,000 for the event.

MEETING DATE: October 16, 2002

SUBMITTED BY: Cynthia L. Haynes, Community Promotions Coordinator

RECOMMENDED ACTION: That the City Council authorize the City Manager to execute a contract with Lodi Tokay Rotary Club for the Lodi Kids Night Out in the amount of \$18,000. The event is scheduled for December 31, 2002 from 4:00 p.m. to 8:00 p.m.

BACKGROUND INFORMATION: The first year-end event was called, "Millennium Kid's Night Out." It was designed and produced in cooperation with the City of Lodi, The Year 2000 Committee, and WhyteHouse Productions.

The event focuses on kids' rides, bounces, games, and activities and a beautiful fireworks display at the end of the evening. Our estimate is that nearly 6,000 people (children and adults) attend the event.

The event has been so well received that the size of the venue has been increased for each of the past couple years. This year will be no exception. Plans are to include more of the recently redesigned Sacramento Street adjacent to the Parking Structure and the Multi Modal Transportation Depot. More games and activities are planned in order to reduce the length of lines. As in past years, gifts and toys will be handed out to the children and hot chocolate will be served to everyone. More activities and music are planned to be added for young adults and teens. A patriotic theme is being planned similar to last year. THE OVER-ALL GOAL OF THIS EVENT IS TO PRESENT A FAMILY ORIENTED EVENT FOR PEOPLE OF ALL AGES.

Dorean Rice has once again offered her time and talent to chair this event for the Lodi Tokay Rotary Club. Lodi Tokay Rotary Club will provide the bulk of the volunteers necessary to set up, operate, and tear down the event. Several other non-profit organizations will assist the club in this endeavor. As in the past 3 years, WhyteHouse Productions will be retained to handle much of the production details.

FUNDING: Current Budget \$18,000.00 – 100206.

Respectfully,

Cynthia L. Haynes, Community Promotions Coordinator

Vicky McAthie, Finance Director

APPROVED: _____

H. Dixon Flynn -- City Manager

RESOLUTION NO. 2002-208

A RESOLUTION OF THE LODI CITY COUNCIL AUTHORIZING
THE CITY MANAGER TO EXECUTE A CONTRACT WITH LODI-
TOKAY ROTARY CLUB FOR THE LODI KIDS' NIGHT OUT
PROGRAM, AND FURTHER APPROPRIATING FUNDS
FOR THE EVENT

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NOW, THEREFORE, BE IT RESOLVED that the Lodi City Council does hereby authorize the City Manager to execute an agreement with the Lodi-Tokay Rotary Club for the "Lodi Kids' Night Out" Program; and

BE IT FURTHER RESOLVED that funds in the amount \$18,000.00 be appropriated for this event.

Dated: October 16, 2002

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I hereby certify that Resolution No. 2002-208 was passed and adopted by the City Council of the City of Lodi in a regular meeting held October 16, 2002, by the following vote:

AYES: COUNCIL MEMBERS – Hitchcock, Howard, Land, Nakanishi, and Mayor Pennino

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None



SUSAN J. BLACKSTON
City Clerk

E-32

Celebrate Lodi 2002

10/11/2002 9:25 AM

| DESCRIPTION | Budget | Actual | Description |
|--------------------------------------|--------------------|--------|------------------------------------|
| INCOME | | | |
| Admission | \$0.00 | | Free to all ages |
| Beverage | \$0.00 | | No sales |
| Booth Sales & Vendor Income | \$375.00 | | 3 vendors at \$125 each |
| Utilities | \$0.00 | | No sales |
| City of Lodi - Sponsor | \$18,000.00 | | Sponsorship - same as 1999 |
| Merchandise Sales | \$0.00 | | No sales |
| Event Food Sales | \$0.00 | | No sales |
| Other Sponsors | \$2,500.00 | | Local businesses |
| TOTAL INCOME | \$20,875.00 | | Total Revenue |
| EXPENSES | | | |
| Advertising Expense | \$700.00 | | Display Advertising, flyers |
| Beverage Expense | \$300.00 | | Hot Chocolate |
| Vendor Expense | \$90.00 | | Health Department permit fee |
| Children's Games & Rides | \$6,500.00 | | Games, rides, activities |
| Face Painters | \$750.00 | | Free face painting for everyone |
| Balloon Artists | \$450.00 | | Free balloons for everyone |
| Musicians | \$1,400.00 | | |
| Boom Boom Productions | \$5,100.00 | | Fireworks at end of evening |
| Utilities Expense - On Site | \$0.00 | | No expense anticipated |
| Sponsor Expense | \$0.00 | | No expense anticipated |
| Merchandise Expense | \$750.00 | | Free gifts for children |
| Food Sales Expense | | | No expense anticipated |
| Rental Expense - Port-o-lets | \$800.00 | | Increase portolets from 2001 |
| Parking & Shuttle Expense | | | |
| Event Food Sales Expense | | | |
| Site Expenses - Misc. | \$500.00 | | Misc Rentals, supplies |
| Office Expense (postage, print, etc) | \$35.00 | | Miscellaneous office expense |
| Volunteer Donation - Clean up | \$500.00 | | Last Chance donation to clean site |
| TOTAL EXPENSES | \$17,875.00 | | Total Expenses |
| WhyteHouse Productions | \$3,000.00 | | Management Production Cost |
| TOTAL EVENT EXPENSES | \$20,875.00 | | |
| Balance | \$0.00 | | |